

## **QUARTERLY ISSUES / PROGRAMS REPORT**

Station: KDND-FM

Location: Sacramento, California

For:

\_\_\_ January - March 2000

\_\_\_ April - June 2000

X July - September 2000

\_\_\_ October-December 2000

Attached are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

## **ASCERTAINED COMMUNITY ISSUES**

Following is a list of issues which KDND-FM has determined to be of concern to Sacramento and to listeners through the KDND-FM service area.

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
10. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

## **KDND-FM ISSUE-RESPONSIVE PROGRAMMING**

KDND-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

<b><u>Day/Time</u></b>	<b><u>Program</u></b>	<b><u>Description</u></b>
Sunday 5A-6A	Public File Host: Kat Maudru	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 6A-7A	The Parent's Journal	Weekly, one-hour family program hosted by Bobbi Conner.
Various Days & Time	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests by promoting programs, activities or services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KDND-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

## ISSUES / PROGRAMS LIST

### EDUCATION

Issue: **Teaching Children The Value Of Money**  
Program: The Parent's Journal  
Date: July 9, 2000  
Time: 6:00A-7:00A

Guest: Paul Richard, Vice President and Director of Education at the National Center for Financial Education.

Issue: **Sports For Disabled People**  
Program: Public File  
Date: July 16, 2000  
Time: 5:30A-6:00A

Description: Disabled Sports USA helps disabled individuals gain greater independence and self-confidence through inclusive sports and recreational experiences. Their programs lead to and promote education, self-esteem, socialization and employment. They help turn apparent tragedy to triumph by instilling in the participants the knowledge that it isn't their disabilities that count but their abilities. This orientation is reflected in their motto: "If I can do this, I can do anything." Programs include their snow ski school with specialized adaptive equipment and teaching methods that allow almost anyone with a disability to participate. Their summer program includes water skiing, white water rafting, hiking, fishing, kayaking, canoeing, sailing and wind surfing, all for people with disabilities. Their "Kids On A Roll" program is designed for children and youth who are in wheelchairs, and their Wellness and Recreation Programs includes power soccer, cycling and wheelchair basketball, rugby and tennis.

Issue: **The Media As A Positive Influence On Boys**  
Program: The Parent's Journal  
Date: July 30, 2000  
Time: 6:00A-7:00A

Guest: Michael Gurian, a therapist and educator who has worked extensively with families, school districts, churches and criminal justice agencies. He is the author of *What Stories Does My Son Need? A Guide To Books And Movies That Build Character In Boys*.

Issue: **After-School Programs**  
Program: The Parent's Journal  
Date: July 30, 2000  
Time: 6:00A-7:00A

Guest: Marianne Kugler, Program Officer for the After-School program at the Charles Stewart Mott Foundation.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

Issue: **Community Health**  
Program: Public File  
Date: August 6, 2000  
Time: 7:30A-8:00A

Description: A Healthy You At The Zoo is designed to provide an environment that promotes healthy living for families and increases awareness of the importance of regular health screenings for the entire family. Mercy's involvement in this health fair is to further their mission to promote healthy communities, healing and wellness by providing compassionate, quality, cost effective healthcare to the communities they serve, especially the poor. An important part of health and healing is preventative health and education. Free health screening being provided free at the fair include pulmonary function screening and oxygen readings, cholesterol screening and diabetes testing, glaucoma screening and vision testing, skin cancer screening, osteoporosis screening, grip strength and body fat testing and blood pressure screening. Health information and activities also provided at no cost include sleep disorder information, ergonomics information, germ spreading prevention, chair massage, CPR safety information and training, and yoga demonstrations.

Issue: **Improving Academic Achievement**  
Program: The Parent's Journal  
Date: August 6, 2000  
Time: 6:00A-7:00A

Guest: Janine Bempechat, assistant professor of education in the Harvard Graduate School of Education. She is the author of *Getting Our Kids Back On Track: Educating Children For The Future*.

Issue: **Preparing For Kindergarten**  
Program: The Parent's Journal  
Date: August 6, 2000  
Time: 6:00A-7:00A

Guest: Dr. Vicki Folds, an early childhood development expert. She appears regularly on the American Health Network show "Ask A Pediatrician".

Issue: **Improving Literacy**  
Program: The Parent's Journal  
Date: August 20, 2000  
Time: 6:00A-7:00A

Guest: Christopher Cerf, award-winning songwriter, author and humorist and Executive Producer of the new PBS show, *Between The Lions*.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

Issue: **Community Theater**  
Program: Public File  
Date: August 20, 2000  
Time: 5:30A-6:00A

Description: The Magic Circle Theater is a non-profit community theater in Roseville. It offers theater workshops for would-be performers of all ages. The guests believe that their youth workshops and performances fill a void created by the elimination of many drama programs in elementary, middle and high school. Studies show that young people who are involved in the arts perform better socially and academically. The children memorize lines, songs and dances. They learn responsibility, teamwork, cooperation. The theater's goal is to challenge without overwhelming and encourage a team spirit. Children as young as age four practice and perform on stage becoming comfortable performing and speaking in front of groups. The theater also offers workshops for teens and adults as well as professional productions for the public to enjoy. As the guests put it, "There is nothing better for one's self-esteem than being part of a finished musical. It is virtually impossible to do wrong. Even if a line is missed, a note is off, or a step is forgotten, the end result is a finished play and lots of applause. How can you not feel good about that?"

Issue: **Enhancing Your Baby's Brain**  
Program: The Parent's Journal  
Date: August 20, 2000  
Time: 6:00A-7:00A

Guest: Dr. Linda Acredolo, a professor of psychology at the University of California - Davis, and associate editor of *Child development*, a leading professional research journal. She is the co-author of *Baby Minds: Brain-Building Games Your Baby Will Love*.

Issue: **California History / Local Tourism**  
Program: Public File  
Date: August 27, 2000  
Time: 5:00A-5:30A

Description: Once news of the California gold discovery spread in the spring of 1849, Sacramento became the epicenter of "Gold Country" and prospectors from around the globe filled the city's streets. Gold Rush Days are designed to stimulate civic pride and regional involvement, both private and public, by building awareness of Sacramento's rich heritage. During Gold Rush Days, Old Sacramento is transformed to replicate life the way it was in the 1850's during the Gold Rush era. Visitors experience different aspects of every day life and entertainment during and after the California Gold Rush as they stroll the dirt streets and boardwalk of Old Sacramento, the largest concentration of preserved commercial structures in California. The guest also discussed Sacramento tourism in general, noting that Sacramento is no longer a "rest stop" on the way to Lake Tahoe, but an actual vacation and tourism destination. She noted the national recognition the region received through this summer's US Olympic Track and Field Trials which were held at California State University - Sacramento, as well as the Sacramento King's stellar basketball season.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION (Cont'd)**

**Issue:** Local Theater  
**Program:** Public File  
**Date:** August 27, 2000  
**Time:** 5:30A-6:00A

**Description:** Now celebrating its 59<sup>th</sup> performance season, the Sacramento Theater Company is Sacramento's leading professional regional theater. By creating art of a national standard, developing new plays, reinventing the classics and promoting innovations in all areas of the theater, Sacramento Theater Company is helping to shape the American Theater of the future. The guests believe that nobody should be excluded from experiencing live theater. To that end, the Sacramento Theater Company holds a variety of special performances including hearing interpreted performances, a "pay-what-you-can" performance, Senior Citizen and Student discounts. In an effort to expose children to theater, the group also has a traveling troupe that performs at local schools. They also annually select a young person's original screen play to put on as a professional play with professional actors. In addition, theater goers of all ages have an opportunity to talk with the actors after every weekday matinee.

**Issue:** Helping Your Child Succeed In School  
**Program:** The Parent's Journal  
**Date:** August 27, 2000  
**Time:** 6:00A-7:00A

**Guest:** Dr. Craig Ramey, Director of the Civitan International Research Center at the University of Alabama at Birmingham and Professor of Psychology, Pediatrics, Neurobiology, and Maternal and Child Health. He is the co-author of *Going To School: How To Help Your Child Succeed*.

**Issue:** California's 150<sup>th</sup> Birthday  
**Program:** Public File  
**Date:** September 3, 2000  
**Time:** 5:30A-6:00A

**Description:** In honor of the 150<sup>th</sup> anniversary of statehood, history will unfold during 3 heritage filled days. "Celebrating California: Admission Day 2000" will transform Sacramento's Capitol Mall and Capitol Park into distinctive "time portals". Each city block will be themed to reflect California's complex history, from the first Native American peoples, through the Gold Rush and Statehood, to the technological revolutions of Silicon Valley and the future. Other exhibits will spotlight California's cultural diversity, as well as its contributions to transportation, the military, and entertainment. Visitors will experience hands-on activities, demonstrations, living history, storytelling, exhibits, music, food and more. Governor Davis kicks off the event as he receives a letter from President Clinton by stagecoach, congratulating and recognizing California's admission to the union 150 years ago. The US Postal Service will also dedicate a commemorative 1<sup>st</sup> class postage stamp.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

**Issue:** **Teens & Life After High School**  
**Program:** The Parent's Journal  
**Date:** September 10, 2000  
**Time:** 6:00A-7:00A

**Guest:** Dr. Alice McCarthy, nationally recognized parent educator, executive editor and publisher of the *Healthy Newsletter*, and the author of *Healthy Teens: Facing The Challenges Of Young Lives*.

**Issue:** **Youth Sports Opportunities**  
**Program:** Public File  
**Date:** September 17, 2000  
**Time:** 5:00A-5:30A

**Description:** SAY (Sacramento Area Youth) Golf provides affordable programs, behavior enhancement skill opportunities and leadership skills for the youth of Sacramento. SAY-Golf is recognized as one of the premier youth golf programs in America because it has found that the game of golf instills and nurtures essential values such as honesty, integrity, sportsmanship, self discipline, dedication, self-esteem, confidence and a solid work ethic. SAY-Golf creates citizens who are positive role models through its educational and training programs that are open to anyone and everyone within the Sacramento area from ages 5 to 18. Golf is the only sport where there is no referee, which means sportsmanship is learned because golf participants call the infractions of rules on themselves. Proper golf etiquette leads to respect and courtesies to others that build lifelong friendships. In addition, the game of golf provides a unique outdoor sports experience.

**Issue:** **Girls In Sports**  
**Program:** The Parent's Journal  
**Date:** September 17, 2000  
**Time:** 6:00A-7:00A

**Guest:** Susan Wilson, a former college gymnastics champion. She has been coaching, officiating, and running her own gymnastics center for nearly 30 years and was the competition coordinator for the 1984 Olympics in gymnastics. She is the author of *Sports Her Way: Motivating Girls to Start and Stay with Sports*.

**Issue:** **Helping Preschoolers Understand Safety**  
**Program:** The Parent's Journal  
**Date:** September 17, 2000  
**Time:** 6:00A-7:00A

**Guest:** Wendy Gordon, a writer and children's author who specializes in child and family safety. She is the author of the *I'm Safe!* series, recently recommended by The National SAFE KIDS Campaign.



## **ISSUES / PROGRAMS LIST**

### **EDUCATION (Cont'd)**

**Issue:**           **Teaching Kids To Stay Safe From Danger**  
**Program:**       **The Parent's Journal**  
**Date:**           **September 24, 2000**  
**Time:**           **6:00A-7:00A**

**Guest:**           Sir Edward Jagen, a former Washington, D.C. police detective who along with a group of retired law enforcement officers created *The Good Knight Campaign*, a traveling crime-prevention program for schools nationwide.

## **ISSUES / PROGRAMS LIST**

### **ECONOMY**

**Issue:** Changing Careers  
**Program:** Public File  
**Date:** July 9, 2000  
**Time:** 5:30A-6:00A

**Description:** Scully Career Associates was established with a mission to provide in-depth career coaching and training services for a work force transition. Signals of discontent in a career cycle include work that has become routine and predictable, coming home drained of energy after a day at the office, seeing little or no room for advancement, or feeling that one's work lacks purpose or sense of importance. It is inevitable for an individual to periodically re-evaluate their fit with their job. Signals of discontent may indicate that it is time to make a career change. The guest discussed seeking a job in the Sacramento market, an emphasis on first impressions, tips to getting called back for a second interview, overcoming job hunting blues, job hunting on the web, and who can benefit from a career coach. The organization provides career assessment and evaluation, mid-career transition assessment and testing, videotaped interview training, assistance in writing resumes and cover letters, effective networking techniques, and access to company contact lists and mailing lists.

**Issue:** Teaching Children The Value Of Money  
**Program:** The Parent's Journal  
**Date:** July 9, 2000  
**Time:** 6:00A-7:00A

**Guest:** Paul Richard, Vice President and Director of Education at the National Center for Financial Education.

**Issue:** Staying Home Full Time With Children  
**Program:** The Parent's Journal  
**Date:** July 16, 2000  
**Time:** 6:00A-7:00A

**Guest:** Martha Bullen, co-author of *Staying Home: From Full-Time Professional to Full-Time Parent*.

## ISSUES / PROGRAMS LIST

### ECONOMY (Cont'd)

**Issue:** Local Airports  
**Program:** Public File  
**Date:** July 23, 2000  
**Time:** 5:30A-6:00A

**Description:** The Sacramento County Airport system operates as an Enterprise Fund and is responsible for planning, developing, operating and maintaining the Airport system: Sacramento International Airport, Executive Airport, Mather Airport, and Franklin Field. Last year, Sacramento International was the 37<sup>th</sup> busiest airport in the nation for origin and destination (O&D) traffic, with more than 7.2 million passengers. Last year alone, the airport's O&D passengers climbed 5.1%. The guest explained that travelers spend time in the area and boost the local economy by spending money on hotels, entertainment, car rentals and other services. The upsurge in traffic at the airport is a very positive development for Sacramento and the surrounding region. Over 22 businesses now provide services at Executive Airport, such as fueling, air charter, aircraft repair, flight training and aerial photography. Last year, Executive generated more than \$60 million in business revenue. Mather Airport's air cargo growth has gone global. Last year, Mather was the 2<sup>nd</sup> fastest growing cargo airport in the world, with a 75% increase in the airport's total cargo and mail volume from the year before.

**Issue:** Homeless Veterans  
**Program:** Public File  
**Date:** July 30, 2000  
**Time:** 5:30A-6:00A

**Description:** Some 300 homeless Sacramento area veterans will get the opportunity to help themselves during Stand Down 2000. The three day encampment gives a hand up to veterans by providing shelter, food, medical care, eye care, legal services, counseling and employment services. Volunteers from 35 private and government agencies assist the veterans and provide over 1 million dollars worth of services and their families. Stand Down is a military term that means soldiers are removed from the field of combat for rest and rehabilitation. Homeless veterans are not unlike soldiers in combat - living in the field, surviving by their wits with limited rations under extreme conditions. Life on the streets is both dangerous and debilitating. Adversaries of the homeless include lack of safe shelter, unemployment, physical and emotional disabilities, substance abuse and hopelessness. For many veterans these adversities create a self generating cycle which leads to complete isolation from main stream America today. Stand Down provides a comprehensive program that integrates a full range of services including social, mental health, legal, medical, employment and housing for a three day period.

## **ISSUES / PROGRAMS LIST**

### **ECONOMY (Cont'd)**

**Issue:** Senior Workforce  
**Program:** Public File  
**Date:** August 13, 2000  
**Time:** 5:00A-5:30A

**Description:** The aging of the US population is affecting the demographics of the work force. For various reasons, including financial need, longer life expectancy and a desire to continue working, the number of individuals aged 55 and over the work force is continuing to grow. It is no longer unusual for individuals to retire from one job, begin drawing a pension and seek new employment. The EDD seeks to improve employment and training opportunities for senior workers forty and over and to raise public awareness of the issues and problems that confront senior workers. The office works directly with the public and the private sector to afford all senior workers in California to employment-related resources. They develop education material, formulate plans to recognize exemplary senior workers and their employers and foster interagency cooperation among those who provide employment services to workers over the age of 40. The Senior Worker Advocate Office also sponsors an annual statewide awards program to acknowledge outstanding individuals and organizations contributing to the employment of senior workers.

**Issue:** California History / Local Tourism  
**Program:** Public File  
**Date:** August 27, 2000  
**Time:** 5:00A-5:30A

**Description:** Once news of the California gold discovery spread in the spring of 1849, Sacramento became the epicenter of "Gold Country" and prospectors from around the globe filled the city's streets. Gold Rush Days are designed to stimulate civic pride and regional involvement, both private and public, by building awareness of Sacramento's rich heritage. During Gold Rush Days, Old Sacramento is transformed to replicate life the way it was in the 1850's during the Gold Rush era. Visitors experience different aspects of every day life and entertainment during and after the California Gold Rush as they stroll the dirt streets and boardwalk of Old Sacramento, the largest concentration of preserved commercial structures in California. The guest also discussed Sacramento tourism in general, noting that Sacramento is no longer a "rest stop" on the way to Lake Tahoe, but an actual vacation and tourism destination. She noted the national recognition the region received through this summer's US Olympic Track and Field Trials which were held at California State University - Sacramento, as well as the Sacramento King's stellar basketball season.

## ISSUES / PROGRAMS LIST

### GOVERNMENT

Issue: **World Peace**  
Program: Public File  
Date: July 23, 2000  
Time: 5:00-5:30A

Description: The mission of the group is to remember the Hiroshima / Nagasaki bombings and to provide a collective experience that celebrates the interconnected peoples and cultures of our planet. They seek to inspire and energize activism for world peace, undergirded by social and economic justice. Their 14<sup>th</sup> annual August Women's Peace Event focuses on the premise that the 20<sup>th</sup> century brought large and small wars, undeclared wars and "police actions" and that women must demand peace in the 21<sup>st</sup> century. The group sees the challenges of the 21<sup>st</sup> century as including the achieving equality of all people in a world free of sexism, racism, classism, and homophobia, the guarantee of fundamental human rights, an end to all forms of violence, the transfer of world resources from military to human needs and world disarmament and peaceful resolution of international conflicts via the United Nations.

Issue: **Senior Workforce**  
Program: Public File  
Date: August 13, 2000  
Time: 5:00A-5:30A

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## **ISSUES / PROGRAMS LIST**

### **GOVERNMENT (Cont'd)**

**Issue:** California's 150<sup>th</sup> Birthday  
**Program:** Public File  
**Date:** September 3, 2000  
**Time:** 5:30A-6:00A

**Description:** In honor of the 150<sup>th</sup> anniversary of statehood, history will unfold during 3 heritage filled days. "Celebrating California: Admission Day 2000" will transform Sacramento's Capitol Mall and Capitol Park into distinctive "time portals". Each city block will be themed to reflect California's complex history, from the first Native American peoples, through the Gold Rush and Statehood, to the technological revolutions of Silicon Valley and the future. Other exhibits will spotlight California's cultural diversity, as well as its contributions to transportation, the military, and entertainment. Visitors will experience hands-on activities, demonstrations, living history, storytelling, exhibits, music, food and more. Governor Davis kicks off the event as he receives a letter from President Clinton by stagecoach, congratulating and recognizing California's admission to the union 150 years ago. The US Postal Service will also dedicate a commemorative 1<sup>st</sup> class postage stamp.

## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT / ENERGY / TRANSPORTATION**

**Issue:** Clean Air  
**Program:** Public File  
**Date:** July 9, 2000  
**Time:** 5:30A-6:00A

**Description:** The Cleaner Air Partnership is a joint project of the American Lung Association of Sacramento Emigrant Trails and the Sacramento Metropolitan Chamber of Commerce to help the Sacramento region meet clean air standards the protect health and promote economic growth. Their efforts are concentrated on programs that minimize transportation related emissions that contribute to ozone air pollution. The region has been making progress in cleaning the air through tougher smog checks and higher emission standards for new vehicles, cleaner burning gasoline and enacting stricter standards on stationery sources such as auto refinishing shops, manufacturing plants and gas stations. Private companies and public agencies have also joined the effort, voluntarily switching their heavy duty vehicles to cleaner burning fuels such as compressed natural gas or even electricity. The guest emphasized the importance on contacting local, state and federal representatives, and asking them to make sure all government vehicles in the Greater Sacramento region are as clean as possible as well as asking them to provide incentives to help private sector companies and fleet operators use cleaner fuels and vehicles.

**Issue:** Helping Teens Become Safe, Skilled Drivers  
**Program:** The Parent's Journal  
**Date:** July 23, 2000  
**Time:** 6:00A-7:00A

**Guest:** Phil Berardelli, author of *Safe Young Drivers* (tips available at [www.safeyoungdrivers.com](http://www.safeyoungdrivers.com))

**Issue:** Local Airports  
**Program:** Public File  
**Date:** July 23, 2000  
**Time:** 5:30A-6:00A

**Description:** The Sacramento County Airport system operates as an Enterprise Fund and is responsible for planning, developing, operating and maintaining the Airport system: Sacramento International Airport, Executive Airport, Mather Airport, and Franklin Field. Last year, Sacramento International was the 37<sup>th</sup> busiest airport in the nation for origin and destination (O&D) traffic, with more than 7.2 million passengers. Last year alone, the airport's O&D passengers climbed 5.1%. The guest explained that travelers spend time in the area and boost the local economy by spending money on hotels, entertainment, car rentals and other services. The upsurge in traffic at the airport is a very positive development for Sacramento and the surrounding region. Over 22 businesses now proved services at Executive Airport, such as fueling, air charter, aircraft repair, flight training and aerial photography. Last year, Executive generated more than \$60 million in business revenue. Mather Airport's air cargo growth has gone global. Last year, Mather was the 2<sup>nd</sup> fastest growing cargo airport in the world, with a 75% increase in the airport's total cargo and mail volume from the year before.

## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT / ENERGY / TRANSPORTATION (Cont'd)**

**Issue:** Auto Lemon Index  
**Program:** Public File  
**Date:** August 6, 2000  
**Time:** 5:00A-5:30A

**Description:** The State of California Certification Program protects the public interest through facilitating fair and expeditious resolution of new vehicle warranty disputes between manufacturers and consumers. The program also ensure compliance by privately administered third party dispute resolution programs with applicable statutes and regulations. They also provide public outreach activities and consumer education programs. The Auto Lemon Index shows consumers just how good auto makers are at satisfying disputes when one arises. Consumer advocates say to be wary of companies that don't offer a chance to return a problem vehicle. The guest emphasized the importance of reading a vehicle's warranty and being familiar with it. She also stressed the importance of keeping all repair receipts and paperwork. Many consumers who purchase a lemon feel powerless when faced with taking on a huge car manufacturer and therefore opt to not take action. The arbitration program empowers consumers and walks them through the entire arbitration process, frequently with positive results.

**Issue:** Boating & Water Safety  
**Program:** Public File  
**Date:** August 13, 2000  
**Time:** 5:30A-6:00A

**Description:** California ranks second nationally in the number of registered vessels. As crowded waterways lead to an increased chance of accidents, it is not surprising that California also ranks second in the number of boating accidents. Because of this, the department believes it is important to provide the boating public with the best information possible to provide for their safety. The department's mission is to improve access to the water for the recreational boating public and once they get there, to make sure that boating is as safe as possible. Areas discussed during the interview include the importance of wearing life jackets properly, laws concerning boating and alcohol consumption, fishing fatalities, waterskiing, wakeboard and inner tubing safety, and personal watercraft safety.

**Issue:** Open Space Preservation  
**Program:** Public File  
**Date:** August 20, 2000  
**Time:** 5:00A-5:30A

**Description:** The Sacramento Valley Open Space Conservancy was founded in 1990 on two basic principles... that open lands are necessary for quality life and that we must care for the land today so future generations may enjoy its physical and spiritual benefits tomorrow. The organization is a non-profit land trust dedicated to preserving and protecting open space. Their mission is to preserve the beauty, character and diversity of the Sacramento Valley landscape by working with citizens, property owners, developers, public agencies and other non-profit organizations to acquire land. It creates dedicated open space by the acceptance of gifts, private purchase, and facilitation of public acquisition, conservation easements and by cooperative efforts. It arranges for the preservation of these lands for agricultural, natural resource protection and wildlife habitat purposes.



## ISSUES / PROGRAMS LIST

### HEALTH

Issue: **The Overweight Child**  
Program: The Parent's Journal  
Date: July 2, 2000  
Time: 6:00A-7:00A

Guest: Dr. Michael Rich, a pediatrician specializing in adolescent medicine at Children's Hospital Boston. He is also an instructor in Pediatrics at Harvard Medical School.

Issue: **Soothing The Colicky Baby**  
Program: The Parent's Journal  
Date: July 2, 2000  
Time: 6:00A-7:00A

Guest: Maureen Keefe, nurse practitioner and Dean of the College of Nursing at the Medical University of South Carolina.

Issue: **ADHD**  
Program: The Parent's Journal  
Date: July 9, 2000  
Time: 6:00A-7:00A

Guest: Dr. Jim Perrin, an Associate Professor of Pediatrics at Harvard Medical School and director of the Division of General Pediatrics at the Massachusetts General Hospital for Children. He co-chairs a committee to develop a practice guideline for ADHD for the American Academy of Pediatrics.

Issue: **Community Assistance**  
Program: Public File  
Date: July 16, 2000  
Time: 5:00A-5:30A

Description: Volunteers of America is a movement organized to reach and uplift all people by providing human services to individuals, families, children, the elderly, and others with special needs in our community in order to improve their quality of life. Clients include the homeless, the mentally ill and people with alcohol and other drug problems. Services include shelter and comfort, job placement, rehabilitation and more. The group is the nation's largest non-profit provider of quality affordable housing for people with disabilities and a major provider of skilled long-term nursing care and health services. Their staff members are advocates as well as service providers. By taking an active stand in public policy matters the group brings its century worth of experience to bear to design programs that successfully meet the needs of people.

Issue: **Helping Children Cope With Anxiety**  
Program: The Parent's Journal  
Date: July 16, 2000  
Time: 6:00A-7:00A

Guest: Dr. Ronald Rapee, Professor in the Department of Psychology at Macquarie University in Sydney, Australia and co-author of *Helping Your Anxious Child: A Step-By-Step Guide*.

## ISSUES / PROGRAMS LIST

### HEALTH (Cont'd)

Issue: **Contact Lenses & Kids**  
Program: The Parent's Journal  
Date: July 16, 2000  
Time: 6:00A-7:00A

Guest: Dr. Barry Weiner, an Optometrist in the Baltimore, Maryland area.

Issue: **Twin Research**  
Program: The Parent's Journal  
Date: July 23, 2000  
Time: 6:00A-7:00A

Guest: Dr. Nancy Segal, Professor of Developmental Psychology and Director of the Twin Studies Center at California State University-Fullerton. She is the author of *Entwined Lives: Twins and What They Tell Us About Human Behavior*.

Issue: **Homeless Veterans**  
Program: Public File  
Date: July 30, 2000  
Time: 5:30A-6:00A

Description: Some 300 homeless Sacramento area veterans will get the opportunity to help themselves during Stand Down 2000. The three day encampment gives a hand up to veterans by providing shelter, food, medical care, eye care, legal services, counseling and employment services. Volunteers from 35 private and government agencies assist the veterans and provide over 1 million dollars worth of services and their families. Stand Down is a military term that means soldiers are removed from the field of combat for rest and rehabilitation. Homeless veterans are not unlike soldiers in combat - living in the field, surviving by their wits with limited rations under extreme conditions. Life on the streets is both dangerous and debilitating. Adversaries of the homeless include lack of safe shelter, unemployment, physical and emotional disabilities, substance abuse and hopelessness. For many veterans these adversities create a self generating cycle which leads to complete isolation from main stream America today. Stand Down provides a comprehensive program that integrates a full range of services including social, mental health, legal, medical, employment and housing for a three day period.

Issue: **Eating Disorders In Children**  
Program: The Parent's Journal  
Date: July 30, 2000  
Time: 6:00A-7:00A

Guest: Abigail Natenshon, a psychotherapist and specialist in the treatment of eating disorders for the past 28 years. She is the author of *When Your Child Has An Eating Disorder*.

## **ISSUES / PROGRAMS LIST**

### **HEALTH (Cont'd)**

**Issue:** Community Health  
**Program:** Public File  
**Date:** August 6, 3000  
**Time:** 7:30A-8:00A

**Description:** A Healthy You At The Zoo is designed to provide an environment that promotes healthy living for families and increases awareness of the importance of regular health screenings for the entire family. Mercy's involvement in this health fair is to further their mission to promote healthy communities, healing and wellness by providing compassionate, quality, cost effective healthcare to the communities they serve, especially the poor. An important part of health and healing is preventative health and education. Free health screening being provided free at the fair include pulmonary function screening and oxygen readings, cholesterol screening and diabetes testing, glaucoma screening and vision testing, skin cancer screening, osteoporosis screening, grip strength and body fat testing and blood pressure screening. Health information and activities also provided at no cost include sleep disorder information, ergonomics information, germ spreading prevention, chair massage, CPR safety information and training, and yoga demonstrations.

**Issue:** Dental Care For Kids  
**Program:** The Parent's Journal  
**Date:** August 27, 2000  
**Time:** 6:00A-7:00A

**Guest:** Dr. Kimberly Harms, a practicing dentist and President of the Minnesota Dental Association.

**Issue:** Leukemia & Lymphoma  
**Program:** Public File  
**Date:** September 10, 2000  
**Time:** 5:30A-6:00A

**Description:** Leukemia, lymphoma of myeloma are cancers that originate in the bone marrow and lymphatic tissues. All cancers have two features in common: cells that become abnormal and are produced in excessive amounts. Every five minutes (nearly 3000 people a day) someone in the US learns that they have leukemia, lymphoma of myeloma. Every nine minutes another person dies from one of these diseases. Now in its 51<sup>st</sup> year, the Leukemia and Lymphoma Society is a national voluntary health agency that supports research, patient and community services, public and professional education and advocacy. The guest talked about the Society's "Light The Night" walk, in which participants carry illuminated balloons to celebrate and commemorate lives touched by cancer. Funds raised support the Society's mission to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and to improve the quality of life for patients and their families.

## **ISSUES / PROGRAMS LIST**

### **HEALTH (Cont'd)**

**Issue:** Environmental Health Hazards To Children  
**Program:** The Parent's Journal  
**Date:** September 10, 2000  
**Time:** 6:00A-7:00A

**Guest:** Dr. Rout Reigart, Professor of Pediatrics and Director of General Pediatrics at the Medical University of South Carolina. Since 1972, Dr. Reigart has worked actively in children's environmental health activities. He recently co-authored the 5<sup>th</sup> revision of *Recognition and Management of Pesticide Poisoning* for the US Environmental Protection Agency.

**Issue:** Benefit For Children In Need  
**Program:** Public File  
**Date:** September 17, 2000  
**Time:** 5:30A-6:00A

**Description:** The 4<sup>th</sup> annual Kids Day benefits the Shriner's Hospitals for Children - Northern California has become a community-wide event involving over 2,000 volunteers selling a special edition of the Sacramento Bee. The Shriner's Hospital gives children a better chance of leading a productive life by providing medical care in the areas of orthopedic, burns and spinal cord injury, all at no charge to the patient or family. Over the past three years, Kids Day has raised approximately \$100,000 for the hospital. Sacramento's Shriner's Hospital is the only hospital in the Shrine system that houses facilities for the treatment of all three Shriner's specialities. On Kids Day, The Sacramento Bee will be wrapped in a special section focusing on the hospital's facilities, programs and the children the hospital serves. One dollar from each newspaper goes directly to the Shriner's Hospital.

**Issue:** Solving Your Child's Sleep Problems  
**Program:** The Parent's Journal  
**Date:** September 17, 2000  
**Time:** 6:00A-7:00A

**Guest:** Dr. John Pearce, Professor of Child & Adolescent Psychiatry at the University of Nottingham in England. He is the author of *Baby and Toddler Sleep Program: How To Get Your Child To Sleep Through The Night, Every Night*.

## **ISSUES / PROGRAMS LIST**

### **HEALTH (Cont'd)**

**Issue:**            **Depression Screening**  
**Program:**        Public File  
**Date:**           September 24, 2000  
**Time:**           5:00A-5:30A

**Description:**   National Depression Screening Day is October 5<sup>th</sup>. Volunteers offer free, anonymous depression screenings to help individuals recognize the symptoms of clinical depression. The various types of depression do not always have clear boundaries. It can take professional judgement to know when normal grief of sadness crosses the line to become a more serious form of depression. Friends, family and colleagues may miss the subtle signs that point to a need for professional help. For this reason, clinical depression often goes undiagnosed and untreated. The guest discussed various types of depression... seasonal affective disorder, bipolar disorder, depression in children and teens, mild depression, and major depression. This final condition can cause despair and hopelessness so profound that the person loses interest in life, becomes incapable of feeling pleasure and may be unable to get out of bed or eat for days at a time. Fortunately, depression is extremely treatable through a variety of treatments, ranging from medication, to diet, to exercise to psychotherapy.

**Issue:**            **Teenage Acne**  
**Program:**        The Parent's Journal  
**Date:**           September 24, 2000  
**Time:**           6:00A-7:00A

**Guest:**           Dr. Susan Boiko, a staff dermatologist specializing in pediatrics with the Southern California Kaiser Permanente Medical Group in San Diego and a volunteer Assistant Professor of Pediatric Dermatology at the University of California - San Diego.

## ISSUES / PROGRAMS LIST

### MINORITIES / WOMEN / AGING

**Issue:** Community Assistance  
**Program:** Public File  
**Date:** July 16, 2000  
**Time:** 5:00A-5:30A

**Description:** Volunteers of America is a movement organized to reach and uplift all people by providing human services to individuals, families, children, the elderly, and others with special needs in our community in order to improve their quality of life. Clients include the homeless, the mentally ill and people with alcohol and other drug problems. Services include shelter and comfort, job placement, rehabilitation and more. The group is the nation's largest non-profit provider of quality affordable housing for people with disabilities and a major provider of skilled long-term nursing care and health services. Their staff members are advocates as well as service providers. By taking an active stand in public policy matters the group brings its century worth of experience to bear to design programs that successfully meet the needs of people.

**Issue:** Sports For Disabled People  
**Program:** Public File  
**Date:** July 16, 2000  
**Time:** 5:30A-6:00A

**Description:** Disabled Sports USA helps disabled individuals gain greater independence and self-confidence through inclusive sports and recreational experiences. Their programs lead to and promote education, self-esteem, socialization and employment. They help turn apparent tragedy to triumph by instilling in the participants the knowledge that it isn't their disabilities that count but their abilities. This orientation is reflected in their motto: "If I can do this, I can do anything." Programs include their snow ski school with specialized adaptive equipment and teaching methods that allow almost anyone with a disability to participate. Their summer program includes water skiing, white water rafting, hiking, fishing, kayaking, canoeing, sailing and wind surfing, all for people with disabilities. Their "Kids On A Roll" program is designed for children and youth who are in wheelchairs, and their Wellness and Recreation Programs includes power soccer, cycling and wheelchair basketball, rugby and tennis.

**Issue:** World Peace  
**Program:** Public File  
**Date:** July 23, 2000  
**Time:** 5:00-5:30A

**Description:** The mission of the group is to remember the Hiroshima / Nagasaki bombings and to provide a collective experience that celebrates the interconnected peoples and cultures of our planet. They seek to inspire and energize activism for world peace, undergirded by social and economic justice. Their 14<sup>th</sup> annual August Women's Peace Event focuses on the premise that the 20<sup>th</sup> century brought large and small wars, undeclared wars and "police actions" and that women must demand peace in the 21<sup>st</sup> century. The group sees the challenges of the 21<sup>st</sup> century as including the achieving equality of all people in a world free of sexism, racism, classism, and homophobia, the guarantee of fundamental human rights, an end to all forms of violence, the transfer of world resources from military to human needs and world disarmament and peaceful resolution of international conflicts via the United Nations.

## **ISSUES / PROGRAMS LIST**

### **MINORITIES / WOMEN / AGING (Cont'd)**

**Issue:** Senior Workforce  
**Program:** Public File  
**Date:** August 13, 2000  
**Time:** 5:00A-5:30A

**Description:** The aging of the US population is affecting the demographics of the work force. For various reasons, including financial need, longer life expectancy and a desire to continue working, the number of individuals aged 55 and over the work force is continuing to grow. It is no longer unusual for individuals to retire from one job, begin drawing a pension and seek new employment. The EDD seeks to improve employment and training opportunities for senior workers forty and over and to raise public awareness of the issues and problems that confront senior workers. The office works directly with the public and the private sector to afford all senior workers in California to employment-related resources. They develop education material, formulate plans to recognize exemplary senior workers and their employers and foster interagency cooperation among those who provide employment services to workers over the age of 40. The Senior Worker Advocate Office also sponsors an annual statewide awards program to acknowledge outstanding individuals and organizations contributing to the employment of senior workers.

**Issue:** Ending Violence Against Women  
**Program:** Public File  
**Date:** September 24, 2000  
**Time:** 5:30A-6:00A

**Description:** According to the California Department of Justice, 246,315 calls alleging incidents of domestic violence were reported in 1994. Women are more often victims of domestic violence than victims of burglary, muggings, or other physical crime combined. According to the Bureau of Justice, nearly ½ of the violent crimes against women are not reported to the police. The 21<sup>st</sup> annual Women Take Back The Night march and rally will again affirm Northern California's commitment to ending the violence that restricts women's personal freedom and safety. The event is an international tradition with marches and rallies occurring around the world. The highlight of the event is the march when women walk through the night and reclaim the street which for many years have been sources of fear and violence. Another important aspect is the survivor testimonials when survivors of sexual violence come forward in a safe place to share their experience, often for the first time. The Clothesline Project consists of t-shirts, each of which depicts an act of violence against a woman. The clothesline itself symbolizes a lifeline to help survivors join together in support of one another. The purpose of this year's Take Back The Night is to create an atmosphere of zero tolerance of violence against women.

## **ISSUES / PROGRAMS LIST**

### **CRIME**

**Issue:**            **Illegal Fireworks**  
**Program:**       Public File  
**Date:**           July 2, 2000  
**Time:**          5:30A-6:00A

**Description:**    For the fourth year in a row, officials from city and county fire and law enforcement agencies targeted illegal fireworks, instituting a "no tolerance" enforcement procedure. This year, even for first time offenders found to be in possession of illegal fireworks will be allowed to plead guilty for 3 years of informal probations and 5 days in the County Jail. In addition, those found guilty of endangering nearby children while using the product also face a minimum of three years' informal probation as well as 45 days in the County Jail. The penalties apply to both juveniles and adults. Illegal fireworks include bottle rockets, firecrackers and M-80's. California currently has one of the strictest standards for determining the legality of fireworks. Legal fireworks always carry a state fire marshal's seal and include wooden sparklers, cone and base fountains and spinners. Use of illegal fireworks are responsible for the vast majority of injuries and fires over the 4<sup>th</sup> of July holiday.

**Issue:**            **Homeless Veterans**  
**Program:**       Public File  
**Date:**           July 30, 2000  
**Time:**          5:30A-6:00A

**Description:**    Some 300 homeless Sacramento area veterans will get the opportunity to help themselves during Stand Down 2000. The three day encampment gives a hand up to veterans by providing shelter, food, medical care, eye care, legal services, counseling and employment services. Volunteers from 35 private and government agencies assist the veterans and provide over 1 million dollars worth of services and their families. Stand Down is a military term that means soldiers are removed from the field of combat for rest and rehabilitation. Homeless veterans are not unlike soldiers in combat - living in the field, surviving by their wits with limited rations under extreme conditions. Life on the streets is both dangerous and debilitating. Adversaries of the homeless include lack of safe shelter, unemployment, physical and emotional disabilities, substance abuse and hopelessness. For many veterans these adversities create a self generating cycle which leads to complete isolation from main stream America today. Stand Down provides a comprehensive program that integrates a full range of services including social, mental health, legal, medical, employment and housing for a three day period.



## **ISSUES / PROGRAMS LIST**

### **CRIME (Cont'd)**

**Issue:**           **Crime Victim's Rights**  
**Program:**       Public File  
**Date:**           September 3, 2000  
**Time:**          5:00A-5:30A

**Description:**   The Criminal Justice Legal Foundation is dedicated to restoring a balance between the rights of crime victims and the criminally accused. The foundation's purpose is to assure that people who are guilty of committing crimes receive swift and certain punishment in an orderly and thoroughly constitutional manner. The group believes that the crime and violence dominating American life today is the result of a deterioration in basic values which bind people together in a civilized society. CJLF is the only public interest law foundation in this nation working full time to restore law enforcement's ability to assure that crime does not pay. For 18 years, CJLF has fought and won court rulings which recognize the rights of law abiding society and the interest of law enforcement. While located in California, the foundation's efforts benefit every American who depends upon law enforcement for protection from crime. The foundation's approach has proven to be more than equal to the largest and most experienced opponents of swift and effective justice.

**Issue:**           **Ending Violence Against Women**  
**Program:**       Public File  
**Date:**           September 24, 2000  
**Time:**          5:30A-6:00A

**Description:**   According to the California Department of Justice, 246,315 calls alleging incidents of domestic violence were reported in 1994. Women are more often victims of domestic violence than victims of burglary, muggings, or other physical crime combined. According to the Bureau of Justice, nearly 1/2 of the violent crimes against women are not reported to the police. The 21<sup>st</sup> annual Women Take Back The Night march and rally will again affirm Northern California's commitment to ending the violence that restricts women's personal freedom and safety. The event is an international tradition with marches and rallies occurring around the world. The highlight of the event is the march when women walk through the night and reclaim the street which for many years have been sources of fear and violence. Another important aspect is the survivor testimonials when survivors of sexual violence come forward in a safe place to share their experience, often for the first time. The Clothesline Project consists of t-shirts, each of which depicts an act of violence against a woman. The clothesline itself symbolizes a lifeline to help survivors join together in support of one another. The purpose of this year's Take Back The Night is to create an atmosphere of zero tolerance of violence against women.

**Issue:**           **Teaching Kids To Stay Safe From Danger**  
**Program:**       The Parent's Journal  
**Date:**           September 24, 2000  
**Time:**          6:00A-7:00A

**Guest:**          Sir Edward Jagen, a former Washington, D.C. police detective who along with a group of retired law enforcement officers created *The Good Knight Campaign*, a traveling crime-prevention program for schools nationwide.

## ISSUES / PROGRAMS LIST

### DRUG ABUSE

Issue: **Community Assistance**  
Program: Public File  
Date: July 16, 2000  
Time: 5:00A-5:30A

Description: Volunteers of America is a movement organized to reach and uplift all people by providing human services to individuals, families, children, the elderly, and others with special needs in our community in order to improve their quality of life. Clients include the homeless, the mentally ill and people with alcohol and other drug problems. Services include shelter and comfort, job placement, rehabilitation and more. The group is the nation's largest non-profit provider of quality affordable housing for people with disabilities and a major provider of skilled long-term nursing care and health services. Their staff members are advocates as well as service providers. By taking an active stand in public policy matters the group brings its century worth of experience to bear to design programs that successfully meet the needs of people.

Issue: **Homeless Veterans**  
Program: Public File  
Date: July 30, 2000  
Time: 7:30A-8:00A

Description: Some 300 homeless Sacramento area veterans will get the opportunity to help themselves during Stand Down 2000. The three day encampment gives a hand up to veterans by providing shelter, food, medical care, eye care, legal services, counseling and employment services. Volunteers from 35 private and government agencies assist the veterans and provide over 1 million dollars worth of services and their families. Stand Down is a military term that means soldiers are removed from the field of combat for rest and rehabilitation. Homeless veterans are not unlike soldiers in combat - living in the field, surviving by their wits with limited rations under extreme conditions. Life on the streets is both dangerous and debilitating. Adversaries of the homeless include lack of safe shelter, unemployment, physical and emotional disabilities, substance abuse and hopelessness. For many veterans these adversities create a self generating cycle which leads to complete isolation from main stream America today. Stand Down provides a comprehensive program that integrates a full range of services including social, mental health, legal, medical, employment and housing for a three day period.

## **ISSUES / PROGRAMS LIST**

### **DRUG ABUSE (Cont'd)**

**Issue:** Teen Recovery Programs  
**Program:** Public File  
**Date:** September 10, 2000  
**Time:** 5:00A-5:30A

**Description:** September is "Recovery Happens" month. This year's theme is "Recovering Our Future: One Youth At A Time". Substance abuse is a major public health problem that affects thousands of Californians, including our youth. Youth substance abuse endangers the success of our youth within their families, schools and overall community. Recovery Happens is the statewide campaign intended to celebrate the lives of people who are recovering from alcohol and/or drug addiction. The program provides the perfect platform to inform Californians about the positive effects that recovery and treatment agencies have upon our communities. Recovery Happens also provides the platform for alcohol and drug service providers to plan and implement local activities that will heighten awareness and acknowledge the successes of individuals who have benefitted from alcohol and drug recovery/treatment services. The young men from a Los Angeles recovery home were in Sacramento for a kick off rally at the state capitol. The event is an opportunity for key legislators, State Department Directors and our Governor to see the faces of California's recovering community and to hear their success stories.

## **ISSUES / PROGRAMS LIST**

### **HOUSING**

**Issue:**           **Affordable Down Payments On Homes**  
**Program:**       Public File  
**Date:**           July 2, 2000  
**Time:**          5:00A-5:30A

**Description:**   The Nehemia program believes that affordable housing needs to be provided without long term reliance on deep government subsidies. Second, working people deserve the opportunity to seize the American dream of home ownership and control the destinies of their own neighborhoods. Their mission is to provide non-government sources of revenue that could create affordable housing opportunities while providing sufficient revenues to cover their operating expenses. The organization has given away thousands of dollars to other charitable organizations, while providing several million in down payment assistance to families and covering their own expenses without any reliance on government funds. The program is for anyone looking to purchase a home, from low-income single mothers to the busy executive with a moderate income. It allows those who are in the market and able to make payments, but who are unable to come up with a large down payment, or closing costs to buy a house. The Nehemiah Home Buyer's Fair will include free seminars where potential home buyers will be able to learn how be a more informed home buyer, receive credit counseling, get free pre-qualification for a mortgage, obtain a listing of participating Nehemiah properties and learn how they can receive up to 3% to buy their own home.

**Issue:**           **Community Assistance**  
**Program:**       Public File  
**Date:**           July 16, 2000  
**Time:**          5:00A-5:30A

**Description:**   Volunteers of America is a movement organized to reach and uplift all people by providing human services to individuals, families, children, the elderly, and others with special needs in our community in order to improve their quality of life. Clients include the homeless, the mentally ill and people with alcohol and other drug problems. Services include shelter and comfort, job placement, rehabilitation and more. The group is the nation's largest non-profit provider of quality affordable housing for people with disabilities and a major provider of skilled long-term nursing care and health services. Their staff members are advocates as well as service providers. By taking an active stand in public policy matters the group brings its century worth of experience to bear to design programs that successfully meet the needs of people.

## **ISSUES / PROGRAMS LIST**

### **HOUSING (Cont'd)**

**Issue:** Homeless Veterans  
**Program:** Public File  
**Date:** July 30, 2000  
**Time:** 7:30A-8:00A

**Description:** Some 300 homeless Sacramento area veterans will get the opportunity to help themselves during Stand Down 2000. The three day encampment gives a hand up to veterans by providing shelter, food, medical care, eye care, legal services, counseling and employment services. Volunteers from 35 private and government agencies assist the veterans and provide over 1 million dollars worth of services and their families. Stand Down is a military term that means soldiers are removed from the field of combat for rest and rehabilitation. Homeless veterans are not unlike soldiers in combat - living in the field, surviving by their wits with limited rations under extreme conditions. Life on the streets is both dangerous and debilitating. Adversaries of the homeless include lack of safe shelter, unemployment, physical and emotional disabilities, substance abuse and hopelessness. For many veterans these adversities create a self generating cycle which leads to complete isolation from main stream America today. Stand Down provides a comprehensive program that integrates a full range of services including social, mental health, legal, medical, employment and housing for a three day period.

## **ISSUES / PROGRAMS LIST**

### **YOUTH / FAMILY**

**Issue: Parent's Notes**

**Program: The Parent's Journal**

**Date: July 2, 2000 - September 24, 2000**

**Time: 6:00A-7:00A**

**Guest:** Real parents give solutions that really work for everyday parenting problems.

**Issue: How Parenthood Affects Our Lives**

**Program: The Parent's Journal**

**Date: July 2, 2000**

**Time: 6:00A-7:00A**

**Guest:** Barbara Unell, a parent educator, and co-author of *The 8 Seasons Of Parenthood: How The Stages Of Parenting Constantly Reshape Our Adult Identities*.

**Issue: Talking To Young Children About A New Baby**

**Program: The Parent's Journal**

**Date: July 9, 2000**

**Time: 6:00A-7:00A**

**Guest:** Heidi Murkoff, co-author of *What To Expect When You're Expecting* and the author of a series of books for children called *What To Expect Kids*.

**Issue: Helping Children Cope With Anxiety**

**Program: The Parent's Journal**

**Date: July 16, 2000**

**Time: 6:00A-7:00A**

**Guest:** Dr. Ronald Rapee, Professor in the Department of Psychology at Macquarie University in Sydney, Australia and co-author of *Helping Your Anxious Child: A Step-By-Step Guide*.

**Issue: Staying Home Full Time With Children**

**Program: The Parent's Journal**

**Date: July 16, 2000**

**Time: 6:00A-7:00A**

**Guest:** Martha Bullen, co-author of *Staying Home: From Full-Time Professional to Full-Time Parent*.

**Issue: Values Learned In A Mother-Daughter Relationship**

**Program: The Parent's Journal**

**Date: July 23, 2000**

**Time: 6:00A-7:00A**

**Guest:** Andrea Young, an attorney, public policy analyst, and writer who collaborated with her father, former Mayor of Atlanta Andrew Young, on his memoir *An Easy Burden*. She is the author of *Life Lessons My Mother Taught Me*.

## **ISSUES / PROGRAMS LIST**

### **YOUTH / FAMILY (Cont'd)**

**Issue:**           **Conflict Resolution**  
**Program:**       Public File  
**Date:**           July 30, 2000  
**Time:**          5:00A-5:30A

**Description:**   The Sacramento Mediation Center provides dispute resolution services to individuals and groups as an alternative to court, increased anxiety or actual violence. A voluntary process, mediation sessions are usually conducted by a panel of objective mediators in an informal, confidential and professional setting. Each participant has ample opportunity to express his or her perspective and needs, as well as contribute thoughts and ideas for a mutually acceptable resolution. Mediation saves time and money, allows full participation in decisions, encourages more creative solutions and helps cultivate peaceful relationships. Relationships or situation appropriate for mediation include landlord/tenant, neighbor/neighbor, adult/youth, business/consumer, employee/employer, sales/lease, lawyer/client, and other situations where people or groups experience difficulty reaching agreement. Additional services include mediation training, group facilitation, consultation and neighborhood coaching.

**Issue:**           **Helping Kids Get Along With Others**  
**Program:**       The Parent's Journal  
**Date:**           August 6, 2000  
**Time:**          6:00A-7:00A

**Guest:**          Dr. Lyndon Waugh, a practicing family psychiatrist who teaches and supervises Child Psychiatry Fellows at Emory University School of Medicine. He is the author of *Tired Of Yelling: Teaching Our Children To Resolve Conflict*.

**Issue:**           **Discipline Skills For Parents**  
**Program:**       The Parent's Journal  
**Date:**           August 13, 2000  
**Time:**          6:00A-7:00A

**Guest:**          Dr. Becky Bailey, specializes in early childhood education and developmental psychology. She is the author of *Easy To Love, Difficult To Discipline: The 7 Basic Skills For Turning Conflict Into Cooperation*.

**Issue:**           **Maintaining Emotional Connection With Your Son**  
**Program:**       The Parent's Journal  
**Date:**           August 13, 2000  
**Time:**          6:00A-7:00A

**Guest:**          Linda Perlman-Gordon, a clinical social worker and co-author of *Why Boys Don't Talk and Why We Care: A Mother's Guide To Connection*.

## ISSUES / PROGRAMS LIST

### YOUTH / FAMILY (Cont'd)

Issue: **Dads Today**  
Program: The Parent's Journal  
Date: August 13, 2000  
Time: 6:00A-7:00A

Guest: Eric Garland, Editor and CEO of *Dads Magazine*, a publication geared towards the interests of today's fathers.

Issue: **Community Theater**  
Program: Public File  
Date: August 20, 2000  
Time: 5:30A-6:00A

Description: The Magic Circle Theater is a non-profit community theater in Roseville. It offers theater workshops for would-be performers of all ages. The guests believe that their youth workshops and performances fill a void created by the elimination of many drama programs in elementary, middle and high school. Studies show that young people who are involved in the arts perform better socially and academically. The children memorize lines, songs and dances. They learn responsibility, teamwork, cooperation. The theater's goal is to challenge without overwhelming and encourage a team spirit. Children as young as age four practice and perform on stage becoming comfortable performing and speaking in front of groups. The theater also offers workshops for teens and adults as well as professional productions for the public to enjoy. As the guests put it, "There is nothing better for one's self-esteem than being part of a finished musical. It is virtually impossible to do wrong. Even if a line is missed, a note is off, or a step is forgotten, the end result is a finished play and lots of applause. How can you not feel good about that?"

Issue: **Teenagers Today**  
Program: The Parent's Journal  
Date: August 27, 2000  
Time: 6:00A-7:00A

Guest: Dr. Mike Riera, has worked in education for 20 years and is the host of a life issues show for teenagers on the Oxygen network and is a parenting correspondent on CBS's *The Early Show Saturday*. Dr. Riera is the co-author of *Field Guide to the American Teenager*.

Issue: **Parenting Your One Year Old**  
Program: The Parent's Journal  
Date: September 3, 2000  
Time: 6:00A-7:00A

Guest: Dr. Maureen O'Brien, a recognized expert in child development. A consultant to the Touchpoints Project at Boston Children's Hospital and an Adjunct Assistant Professor at Bentley College. She is the author of *Watch Me Grow: I'm One!*.



## **ISSUES / PROGRAMS LIST**

### **YOUTH / FAMILY (Cont'd)**

**Issue:**           **Raising Sons**  
**Program:**       The Parent's Journal  
**Date:**           September 3, 2000  
**Time:**           6:00A-7:00A

**Guest:**           Dr. Michael Thompson, a child psychologist who has worked for more than fifteen years as a child and family therapist. He is a staff psychologist at an all-boys school in the Boston area and the author of *Speaking Of Boys*.

**Issue:**           **Teen Recovery Programs**  
**Program:**       Public File  
**Date:**           September 10, 2000  
**Time:**           5:00A-5:30A

**Description:**   September is "Recovery Happens" month. This year's theme is "Recovering Our Future: One Youth At A Time". Substance abuse is a major public health problem that affects thousands of Californians, including our youth. Youth substance abuse endangers the success of our youth within their families, schools and overall community. Recovery Happens is the statewide campaign intended to celebrate the lives of people who are recovering from alcohol and/or drug addiction. The program provides the perfect platform to inform Californians about the positive effects that recovery and treatment agencies have upon our communities. Recovery Happens also provides the platform for alcohol and drug service providers to plan and implement local activities that will heighten awareness and acknowledge the successes of individuals who have benefitted from alcohol and drug recovery/treatment services. The young men from a Los Angeles recovery home were in Sacramento for a kick off rally at the state capitol. The event is an opportunity for key legislators, State Department Directors and our Governor to see the faces of California's recovering community and to hear their success stories.

**Issue:**           **Weaning**  
**Program:**       The Parent's Journal  
**Date:**           September 10, 2000  
**Time:**           6:00A-7:00A

**Guest:**           Diane Bengson, La Leche League Leader who counsels nursing families. She is the author of *How Weaning Happens*, the first complete book on the topic from La Leche League International.

## **ISSUES / PROGRAMS LIST**

### **YOUTH / FAMILY (Cont'd)**

**Issue:** Youth Sports Opportunities  
**Program:** Public File  
**Date:** September 17, 2000  
**Time:** 5:00A-5:30A

**Description:** SAY (Sacramento Area Youth) Golf provides affordable programs, behavior enhancement skill opportunities and leadership skills for the youth of Sacramento. SAY-Golf is recognized as one of the premier youth golf programs in America because it has found that the game of golf instills and nurtures essential values such as honesty, integrity, sportsmanship, self discipline, dedication, self-esteem, confidence and a solid work ethic. SAY-Golf creates citizens who are positive role models through its educational and training programs that are open to anyone and everyone within the Sacramento area from ages 5 to 18. Golf is the only sport where there is no referee, which means sportsmanship is learned because golf participants call the infractions of rules on themselves. Proper golf etiquette leads to respect and courtesies to others that build lifelong friendships. In addition, the game of golf provides a unique outdoor sports experience.

**Issue:** Benefit For Children In Need  
**Program:** Public File  
**Date:** September 17, 2000  
**Time:** 5:30A-6:00A

**Description:** The 4<sup>th</sup> annual Kids Day benefits the Shriner's Hospitals for Children - Northern California has become a community-wide event involving over 2,000 volunteers selling a special edition of the Sacramento Bee. The Shriner's Hospital gives children a better chance of leading a productive life by providing medical care in the areas of orthopedic, burns and spinal cord injury, all at no charge to the patient or family. Over the past three years, Kids Day has raised approximately \$100,000 for the hospital. Sacramento's Shriner's Hospital is the only hospital in the Shrine system that houses facilities for the treatment of all three Shriner's specialties. On Kids Day, The Sacramento Bee will be wrapped in a special section focusing on the hospital's facilities, programs and the children the hospital serves. One dollar from each newspaper goes directly to the Shriner's Hospital.

**Issue:** Instilling Values In Your Child  
**Program:** The Parent's Journal  
**Date:** September 24, 2000  
**Time:** 6:00A-7:00A

**Guest:** Harriet Heath, a developmental psychologist, certified school psychologist, and parent educator who has developed parenting programs all over the world. She is the author of *Using Your Values To Raise Your Child to Be An Adult You Admire*.

**PUBLIC SERVICE ANNOUNCEMENTS**

KSEG, KSSJ, KRXQ and KDND rotate public service announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<b><u>KSEG</u></b>	<b><u>KSSJ</u></b>	<b><u>KDND</u></b>	<b><u>KRXQ</u></b>
Cystic Fibrosis Foundation	4	5	7	4
Rocklin Historical Society	5	6	6	4
Narconon	6	4	4	5
Child & Family Institute	3	4	5	6
Sacramento Habitat for Humanity	5	5	5	5
Mercy Housing California	6	4	4	4
Salvation Army	6	5	7	4
Independent Adoption Center	5	6	6	6
Serve Our Seniors	4	7	3	7
Sacramento Tree Foundation	3	6	4	6
Loaves & Fishes	6	4	5	5
Sacramento Food Bank	7	4	6	4
Aide Corp for the Elderly	4	5	6	5
Sacramento Volunteer Training Consortium	5	6	5	4
Overeaters Anonymous	5	5	3	4
Leukemia & Lymphoma Society	4	4	6	6
American Cancer Society	6	4	5	5
Agency for Hearing	7	7	4	4
Adaptive Leisure Services	4	6	4	5
Sacramento Zoological Society	4	4	4	6
Boys & Girls Club of Greater Sacramento	5	5	5	3
Sacramento Valley Open Space Conserv.	6	5	6	5
Planned Parenthood	5	4	5	6
El Dorado Women's Center	4	7	4	6
Big Brothers / Big Sisters	4	6	4	5
Special Olympics	6	3	6	4

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
Special Olympics	6	3	6	4
Ronald McDonald House	7	4	7	3
Sacramento Public Libraries	6	5	6	6
Voluntary Legal Services Program	5	6	5	7
Center for Aids Research	4	6	4	4
Safe Kids Coalition	5	5	5	5
D&A Detox Center	4	3	4	5
Eskaton Foundation	4	6	4	4
Citrus Heights Dolphin Youth Football	6	5	6	6
Martin Luther King Jr. Foundation	5	4	5	5

#### **NEWS DEPARTMENT**

KDND airs newscasts twice an hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports are roughly 2 minutes in length and include international, national and local news as well as a sports update, a detailed traffic report, and local weather information. The content of the news stories ranges from major national and international headlines to issues that directly and specifically affect the greater Sacramento area. Health issues, entertainment and human interest stories are also included as they occur. On an average each newscast is made up of six stories for a total of over 2300 topics per quarter.

#### **SACRAMENTO VALLEY BROADCASTERS ASSOCIATION / ASCERTAINMENT**

SVBA conducts ascertainment interview because the member stations believe it is an excellent way to stay in touch with community leaders and to stay informed about issues that should be reported on in news and public affairs programs. During an ascertainment interview, station representatives take notes, speakers' comments, which are then used to generate ideas for news and public affairs programs. Guests this quarter included speakers from the Juvenile Diabetes Foundation, Family Connections Adoptions, Sacramento Police Department, St. Matthew's Food Closet, Epilepsy Foundation of Northern California, Carmichael Presbyterian Counseling Center, California Employment Development Department, American Association of Retired Persons, Sutter Teen Clinic, Sacramento Metropolitan Air Quality Management District, and the Sacramento County Probation Department.

## **APPEARANCES, EVENTS & FUNDRAISERS**

•Entercom / Sacramento's Toyota Celebrity Golf Tournament held in September 2000 accomplished the following: \$4,000 to the Elk's Club; \$3,000 to the Lincoln Volunteer Center, a golf cart donation to the Big Brothers / Big Sisters "Big Event" which brought in \$20,000 for the organization; a pair of watches for the Big Brothers / Big Sisters "Big Event" which brought in \$3,500 for the organization; \$25,000 cash to Big Brothers / Big Sisters; \$30,000 to DARE through ticket contributions, \$12,000 to the Lincoln Police Department.

•Entercom / Sacramento employees continue to be active members of the local Big Brothers / Big Sisters Board of Directors. Entercom staff voiced and produced Big Brothers / Big Sisters Public Service Announcements to be used at stations throughout the Sacramento market. In addition, Entercom hosts and supplies dinner for the board's meetings... held every two months.

•Entercom / Sacramento employees have resumed mentoring students at Encina High School of Academies. The program provides students with tools for and insight into the areas of media communications. Their goal is to provide relevant, challenging training for the students so that they may leave the program with entry-level employment skills.

•Entercom staff regularly hosts tours through our facility. Groups include Boy & Girl Scouts, Special Education Classes, Elementary School Classes, media students, foreign exchange students, and senior citizen groups.

•Entercom / Sacramento regularly donates their studio facilities, time, talent and production personnel to produce public service announcements for non-profit organizations for use throughout the Sacramento market.

•Entercom employees from various departments - sales, programming, management, promotions, news, engineering - spoke at Consumnes River College's Radio & Broadcasting class. It was an opportunity for students to learn about the myriad of different careers available in radio.